THE ROLE OF HEDONIC MOTIVATION, REFERENCE GROUP, AND DISCOUNT GIVEN ON HARBOLNAS TOWARD ONLINE IMPULSE BUYING BEHAVIOR: A CASE STUDY IN MALANG

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PERAN MOTIVASI HEDONIS, KELOMPOK REFERENSI, DAN DISKON YANG DIBERIKAN PADA HARBOLNAS TERHADAP PERILAKU PEMBELIAN IMPULSIF *ONLINE*: STUDI DI MALANG

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ABSTRAK

Perkembangan teknologi informasi telah menjadikan Internet bagian besar dari kehidupan semua orang. Belanja pun dilakukan sebagian besar secara *online* sebagai dampak dari perubahan gaya hidup ini. Maka dari itu, Hari Belanja Online Nasional atau Harbolnas diadakan untuk mempromosikan belanja online di Indonesia. Penelitian ini bertujuan untuk mengetahui peran motivasi hedonis, pengaruh dari kelompok referensi, dan diskon yang diberikan selama Hari Belanja *Online* Nasional terhadap perilaku konsumen untuk berbelanja secara impulsif *online*. 100 sampel yang pernah berbelanja selama Harbolnas di Malang dikumpulkan dengan menggunakan kuesioner. Hasil dari penelitian ini menunjukkan bahwa hanya motivasi hedonis dan diskon yang diberikan pada Harbolnas yang memiliki efek pada perilaku pembelian impulsif secara *online*. Itu berarti grup referensi tidak memengaruhi keputusan orang untuk membeli sesuatu secara impulsif.

Kata Kunci: Motivasi Hedonis, Kelompok Referensi, Perilaku Membeli Impulsif *Online*, Harbolnas.

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ABSTRACT

The development of information technology has made the Internet a huge part of everyone's live. As shopping is also largely done online due to this change in lifestyle, Hari Belanja Online Nasional or Harbolnas is held to promote online shopping in Indonesia. This study aims to examine the role of hedonic motivation, influences from reference group, and discounts that are given during *Hari Belanja Online Nasional* toward consumers' behavior to shop impulsively online. A sample of 100 people who had ever shopped during Harbolnas was collected in Malang by using random sampling and a survey-based questionnaire. The results reveal that only hedonic motivation and discount given on Harbolnas that have an effect on online impulse buying behavior. That means that reference group does not affect people's decision to buy things impulsively.

Keywords: Motivation, Reference Group, Online Impulse Buying Behavior, Harbolnas

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Natasya Ramadhani Putri

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CHAPTER 1

INTRODUCTION

1.1. Background of the Study

The development of information technology has made the Internet a huge part of people's life. People of all ages use the internet, from toddlers who just want to watch their favorite cartoon on *YouTube* to seniors who are exchanging emails with their friends and family. People cannot go a day without connecting to the Internet. Internet is used daily to get things done or simply to communicate. This broad use of Internet has changed the way people do things, like how they communicate, how they read a book, listen to music, watch movies, and even shopping. With this development in technology, doing transactions online is no longer a strange new thing that people have trust issue in. E-commerce, marketplaces, and online shops has also become a huge part of people's lives.

E-commerce uses a Web site to transact or facilitate the sale of products and services online (Kotler & Keller, 2016). E-commerce, or electronic commerce, is any type of business or commercial transaction that happens in an online platform. Every transaction, every service, and every sale are made online. It includes mobile commerce, supply chain management, electronic funds transfer, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management and automated data collection systems (Wikipedia, 2018). The most typical form of e-commerce would be a purchasing transaction of goods online such as books, clothes, electronics, etc. There are three areas of e-commerce: online retailing, electric markets, and online auctions (Wienclaw,

2013). These areas are similar to the conventional ones we all know and go to, only all the transactions and processes happened through the Internet. Other than e-commerce, there are also two other terms which are marketplace and online shop. Marketplace refer to an online platform that include several brands in one website while online shop doesn't have a website and only sell their goods through social media.

Online shopping is very easy and convenient. The convenience of online shopping had driven consumers to turn to the internet to purchase everything from clothing to housewares and even groceries (Lee, 2016). Online retailers can predictably provide convenient, informative, and personalized experiences for vastly different types of consumers and businesses (Kotler & Keller, 2016), which makes it even more convenient for every one of every background and intention to do online shopping. When consumers want to buy something, they could just look up what they are looking for in several different platforms and find what they are looking for in one simple click. Other than that, consumers can also get the best deals and cheaper prices without having to go out and go to several different stores. By doing online shopping, consumers can easily compare the prices between different stores by just opening multiple tabs and get the best price on the goods they wanted to buy. This easiness in online shopping makes more and more users turn from conventional shopping to online shopping to save more time, money, and energy.

Though online shopping is very easy to use and convenient, there are also some drawbacks to online shopping. Other than its safety that are seem to no longer be a big issue now, the two big drawbacks from online shopping would be the

waiting time for the goods to arrive and the inability to try on the goods (especially clothing) before purchasing it, but that never stop people to shop online. Furthermore, the availability of hard-to-find products or products that are not available in a certain country or continent are always able to be found online. By doing online shopping, consumers can easily buy goods from overseas without having to go through so much trouble to get it shipped to their houses.

Online shopping can be done by people of all ages and is done every day in all countries, especially Indonesia. People who have an internet connected device and an access to a bank account can shop online. Indonesian E-Commerce Association (idEA) Chairman, Aulia E. Marinto (2017) said that Badan Pusat Statistik (BPS) stated that Indonesia's E-Commerce industry had grown approximately seventeen percent in the past 10 years with a total of 26,2 million E-Commerce businesses. This means that Indonesia has a vast growing e-commerce business and people use e-commerce daily. According to Ministry of Communication and Information of Indonesia, in 2016, the biggest percentage of people using e-commerce based on age are people from age 26-35, then followed by 56-65, 36-45, and 16-25, which shows that not only millennials are using e-commerce, but older people are using them quite a lot too.

Consumer behavior is the study of a purchasing process of an individual from choosing what to buy to the end experience to satisfy their needs and wants (Solomon, 2017). There are factors influencing consumer behavior that can be seen on Table 1.1 below.

Table 1.1 Factors Influencing Consumer Behavior

Social Cultural Factors	**Psychological Factors**
Reference Group	Motivation
Family	Perception
Roles	Learning
Status	Memory
Marketing Mix	**Personal Factors**
Product	Age and Stage in the Life Cycle
Price	Occupation and Economic Circumstances
Place	Personality
Promotion	Lifestyle

Source: Rajendran Krishnan, 2012

The factors listed in table 1.1 above are divided in 4 groups which are social cultural, psychological, marketing mix, and personal factors. Author would like to take three different factors from three different groups. Based on previous researches, this paper will only focus on discussing three factors which are hedonic motivation, reference group, and discounts.

Motivation is a process that lead people to behave the way they do (Solomon, 2017). When a need that needs to be satisfied is triggered, there is a motivation. There are two types of motivation which are utilitarian and hedonic. However, the research by Hausman (2000), Miao (2010), Chang, Eckman, and Yan (2011) concluded that hedonic motivation affects an impulse buying behavior.

Lake (2009) stated that A dauntless need that drives the long-term goals in a customer to fulfil their desire is called motivation. There is an uncomfortable tension provided by motivation by drives, urges, wishes, or desires if the need is not fulfilled. In order to know the motivation of a person to purchase something, we must first know their basic general motivation. Motivation can be in many different forms, it could be hunger, lust, curiosity, security, power, and so on. There are two types of motivation for people to purchase something which are utilitarian

and hedonic. Utilitarian is a more basic need where people purchase something for its use and benefits while hedonic is more to fulfilling the wants or emotional desire to purchase something. Utilitarian need is also known as basic need while hedonic need is usually referred to the wants. When fulfilling a hedonic motivation, people usually do not really need the goods and/or services they are purchasing, they are usually doing it for pleasure or leisure. People tend to purchase something impulsively for the sake of pleasure and feeling good. Therefore, the motivation used in this research is hedonic motivation. Hedonic motivation is the need to purchase something based on multisensory, fantasy, and emotional aspects of consumer's interaction with products (Solomon, 2017). So, hedonic motivation relies more on consumer's emotional aspects that therefore could trigger the feeling of wanting to buy something to fulfil that emotional needs.

Reference group is the people in the environment that influence a person's decision making or behavior (Solomon, 2017). A reference group is usually the closest people to the individual or a certain group of people that the individual care about the opinion or preferences. Tinne (2011) argued that if a family members or friends that fall under reference group accompanying a consumer when purchasing something then they will motivate the consumer to be impulsive by suggesting any new product or existing brands.

Reference group influences do not work the same way for all types of products and consumption activities (Solomon, 2017). Reference group give an individual a point of reference in consuming something or making a decision. The easiest example to a reference group would be family or peers. Let's say someone need to purchase a new laptop to do his or her work and 60% of his or her closest

friends and families are using a certain brand, then he or she will most likely to seek for that one particular brand also. In contrast, when someone just want to buy a rim of paper then they do not actually need references from other people because it is less complex. Reference group can give an influence to an individual to purchase a certain goods and/or services.

Discount is a deducted price from the original price so people can pay less to get the product. Discount is given usually on special days or occasion or if the company needs to clear their storage to make room for something new. Discount can lead to an impulse buying behavior, as stated by Santini et.al. (2015) and A.K. and M.G.S. (2015). Tinne (2011) noticed that product with reduced price is bought as impulse purchase. When a consumer sees a less price in the price tag then it will draw them more into making an impulse purchase on the item.

Without marketing, prospective consumers would not be able to know about the goods sold, let alone getting interested in purchasing them. In order to put their product out there, a company must have a good marketing strategy, including the marketing communication and how they would like to market their product to make it stand out. Marketing is about identifying and meeting human and social needs (Kotler & Keller, 2016). When a company is able to meet the needs of the consumers then the marketing efforts are considered successful and more and more consumers will make a purchase.

One of the most popular marketing efforts done by a company to boost its sales is giving discount. According to the dictionary, discount is a deduction from the full amount of price, so when there is a discount, consumers will be able to buy a product with less money spend, which will make consumers feel more attracted

to buy more from the company. Discounts come in many different form, like a percentage discount (10% off, 20% off, and so on) or a "buy one get one free" kind of deal. Holidays are known to be the perfect occasion for a company to give discounts to boost their sales, as in holidays people tend to be willing to spend more money and buy new things to make changes. Occasions like the seasons' changing, new year, Christmas, thanksgiving, 'Eid, etc., are always identic with its sales promotion, because on those days, people will meet with their friends and relatives that they have not met in a long time that they will feel the urge to give gifts or a little something as a souvenir. Therefore, it is the perfect shopping opportunity.

The end of the year and the beginning of the year is usually when people make the most purchases as Christmas is there and new year are always identified with new changes. Companies also take that opportunity to make more and more promotional discounts with different names, different terms, and different deals. For example, "Black Friday", originated from the United States, refer to the day following Thanksgiving Day regarded as the beginning of the country's Christmas shopping season since 1952 (Wikipedia, 2018). Originated in the United Kingdom and is being celebrated in a number of countries that previously formed part of the British Empire, is "Boxing Day". Just like "Black Friday", "Boxing Day" is celebrated on the day after Christmas Day for a big shopping spree.

Indonesia, being a country filled with consumptive people, have its own "big shopping day" called "Harbolnas". Harbolnas, or *Hari Belanja Online Nasional* (National Online Shopping Day) is an annual event every December 12th held jointly by various e-commerce platforms in Indonesia with a number of partners to support the event. Harbolnas was first held in 2012 through the

initiatives from Lazada Indonesia, Zalora, Blanja, PinkEmma, BerryBenka, and Bukalapak; some of the biggest e-commerce and marketplaces in Indonesia. Harbolnas, now on its way to its sixth year, have over 200 participating e-commerce, marketplaces, and online stores all across Indonesia. Starting by the big e-commerce and marketplace platforms, throughout the years, more and more e-commerce and online stores come to enliven and participate in Harbolnas. On its fifth year in 2017, Harbolnas initiated to reach out to SME's in Indonesia to participate in the largest e-commerce event to go online and experience the business impact of Harbolnas along with major e-commerce platforms. In addition, Harbolnas also prepared a series of roadshows and events for Indonesian SMEs to ensure that they are ready to join in Harbolnas. Other than the big e-commerce and the SMEs officialy trained and prepared by Harbolnas to join the event, small *Instagram* online shops also like to join in the party and give special discount on December 12th, to also try to celebrate and promote Harbolnas.

These discounts given by a company is believed to make their consumers making more purchases than if it is on its normal price. Therefore, it is believed to be promoting an impulse buying behavior to its customers. Impulse buying behavior is a behavior in which a person makes a purchase almost immediately without having much deliberation or thinking. To simplify, it is a sudden buying decision that is made at that second. Impulse buying behavior can be influenced by so many things, like good online communication efforts (Samson & Rohan, 2014), visual merchandising (Gudonavičiene & Alijosiene, 2015), sales promotion, and many more. Having to see a good deal and a deducted price, consumers will be more interested in buying in buying the goods and/or services that they might not

think about buying earlier, which is a practice of an impulse buying behavior. Consumers encountered with tantalizing deals will tend to make a sudden purchasing decision on the spot. For example, a working mom needing to buy a new pair of shoes for work when is faced with a "buy-one-get-one-free" deal will end up checking out with two new pairs of shoes, because she will only have to pay for one while getting two new pairs of shoes, even though she does not need the other pair.

Impulse buying behavior is a sudden and powerful urge in the consumer to buy immediately (Faber, 2010). It occurs when a consumer has a sudden irresistible urge to buy (Solomon, 2002). Related to motivation, an impulse buying behavior is included in a hedonic motivation. Specified dates with shopping events like "Black Friday", "Boxing Day", and "Harbolnas" will certainly lead to an impulse buying behavior, as discounts are believed to be the best sales boosters. Harbolnas, being the biggest national event for online shopping in Indonesia, will definitely lead to an impulse buying behavior to consumers of e-commerce in Indonesia. The discounts and great deals offered by almost every single e-commerce and online stores will make consumers who do not really have the urge to shop want to shop for something on that day.

Malang, being a city that is highly improving in the past several years, has attract researcher's attention to do the research there. Malang was not always a high developed city, back in the days Malang was more of a small town that is not really exposed to what's in the big cities like Jakarta, Jogjakarta, and Surabaya. The increasing number of University and College students coming from other cities to Malang has made Malang had to improve and develop vastly, in order to fulfil the

needs and the wants of the more metropolitan students. This high improvement in Malang made Malang more open to changes and therefore the citizen will participate in events such as Harbolnas.

Assuming that there is a certain drive to hedonic motivation in an individual, a pressure from its reference group, and the appearance of discounts given on Harbolnas that can lead to an impulse buying behavior to Indonesian e-commerce, marketplace, and online stores consumers in Malang, Author would like to see how big of an effect does this do. Based on previous explanations, the study aims to investigate the effect of hedonic motivation, reference group, and discounts given on Harbolnas on online impulse buying behavior to the citizen of Malang. Therefore, the study will be conducted with the title of **"THE ROLE OF HEDONIC MOTIVATION, REFERENCE GROUP, AND DISCOUNT GIVEN ON HARBOLNAS TOWARD ONLINE IMPULSE BUYING BEHAVIOR IN INDONESIA: A CASE STUDY IN MALANG"**.

1.2. Research Problems

Based on the previous background of the study, the core problems investigated in this study are as follows:

1. Does hedonic motivation affect online impulse buying behavior?
2. Does reference group affect the decision making to an online impulse buying behavior?
3. Does discount given on Harbolnas affect online impulse buying behavior?

1.3. Research Objectives

Based on the formulation of the problems explained before, the objectives of this study are:

1. To know the effect of hedonic motivation to online impulse buying behavior.
2. To know the effect of reference group to an online impulse buying behavior.
3. To know the effect of discount given on Harbolnas to online impulse buying behavior.

1.4. Significances of the Study

The results from this study is expected to be used theoretically and practically. They are explained as follow:

1. Theoretical Contribution
   a. The findings of this study are expected to contribute the knowledge of marketing management and impulse buying behavior.
   b. The findings of this study can be used as reference for learning and teaching processes in order to enrich the knowledge of the application of marketing management.
   c. The findings of this study can be used as reference for other researchers who want to conduct similar studies regarding impulse buying behavior.

2. Practical Contribution

    a. The results of this study can be used as reference for online business practitioners to consider their discounting strategies to promote impulse buying behavior.

CHAPTER 2

THEORETICAL FRAMEWORK

2.1 Previous Research

This research used some previous researches that have similarity with the topic as references to describe and explain the theoretical basis of the research. The previous researches can be used as examples to write and conduct the research. The relevant researches used as references for this research are listed in table 2.1 below:

Table 2.1

Previous Researches

No	Name of Researcher and Year of Research	Research Title	Research Method and Tools	Variables Used	Results
1	Angela Hausman (2000)	A multi-method investigation of consumer motivations in impulse buying behavior	Grounded theory approach using in-depth interviews	Hedonic needs, desire to satisfy social needs and esteem, perceptions, perceived decision effort	Hedonic needs, desire to satisfy esteem, and perception moderate impulse buying behavior.
2	Li Miao (2010)	Guilty pleasure or pleasurable guilt? Affective experience of impulse buying in hedonic-driven consumption	Using questionnaire distributed to a total of 278 people in an art festival in a college town in Pennsylvania	Hedonic-driven consumption, impulse buying	The consumption of hospitality product and services are driven by hedonic motivations.
3	Wahida Shahan Tinne (2011)	Factors affecting impulse buying behavior of consumers at	Structured questionnaire distributed to 50 respondents	Impulse buying, pricing strategies, store characteristics, situational	Pricing strategies, store characteristics, situational

No	Name of Researcher and Year of Research	Research Title	Research Method and Tools	Variables Used	Results
		superstores in Bangladesh	collected from Agora and Meena Bazar	factor, promotional activities	factors, and promotional activities mostly affect the impulsiveness of a consumer, while situational factors such as brand popularity, comments of reference group, and festival seasons also promote impulse buying.
4	Hyo-Jung Chang, Molly Eckman, & Ruoh-Nan Yan (2011)	Application of the stimulus-organism-response model to the retail environment: the role of hedonic motivation in impulse buying behavior	Stimulus – Organism – Response model using questionnaire distributed to 212 consumers of a retail store	Hedonic motivation, impulse buying	Hedonic motivation indirectly influenced consumers' positive emotions that therefore lead to impulse buying.
5	Yi-Hsin Lin and Ching-Fu Chen (2012)	Passengers' shopping motivations and commercial activities at airports – the moderating effects of time pressure and impulse buying tendency	Questionnaire distributed to 600 respondents at Taiwan's Taoyuan International Airport	Shopping motivations, time pressure, impulse buying tendency, commercial activities	Passenger shopping motivations have positive impacts on commercial activities at the airport, and furthermore both time pressure and impulse buying

No	Name of Researcher and Year of Research	Research Title	Research Method and Tools	Variables Used	Results
					tendency moderate the relationship between shopping motivations and commercial activities.
6	Syed Asghar Reza and Suman Valeecha (2013)	Influence of social reference groups on automobile buying decision – research on young executives	Structured questionnaire distributed to 125 respondents working in local or multinational companies	Reference groups, buying decision	Reference groups do have an influence on the purchase decision for automobiles.
7	Amir Foroughim Nor Aishah Buang, Zizah Che Senik, Reihaneh Sadat Hajmirsadeghi, & Mehdi Mohamad Bagheri (2014)	The causes of impulse buying behavior among Iranian shoppers	Cross-sectional survey design using Questionnaire distributed to 207 participants	Impulse buying tendency, product characteristics, felt urge, positive mood, hedonic shopping value, physical stimuli, product involvement	Impulse buying tendency and the felt urged to buy impulsively has a direct relationship with impulse buying, whereas hedonic shopping, physical stimuli, and product involvement have an indirect relationship with impulse buying.
8	Fernandode Oliveira Santini, Cláudio HoffmannSampaio,	An analysis of the influence of discount sales promotion in		Discount, impulsiveness, hedonic perception,	Discount positively affect an impulse

No	Name of Researcher and Year of Research	Research Title	Research Method and Tools	Variables Used	Results
	Marcelo GattermannPerin, and Valter AfonsoVieira (2015)	consumer buying intent and the moderating effects of attractiveness		product influences, attractiveness	buying behavior as well as the hedonic perception while it negatively affects the financial risk consumers might get.
9	Weerathunga A.K. and Pathmini M.G.S. (2015)	Impact of sales promotion on consumer's impulse buying behavior (IBB); study in supermarkets in Anuradhapura city	Using questionnaire distributed to 106 consumers of four supermarkets in Anuradhapura city	Impulse buying behavior, sales promotion	Sales promotion such as price discount, free sample, buy-one-get-one free, and loyalty program have impact on impulse buying behavior.

Source: Secondary data, 2018.

2.2 Marketing

Philip Kotler says, 'Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit' (Kotler, 2016). Marketing is about trying to reach the target market by aiming to their needs and satisfy it to get a profit. A good marketing has to use both elements of art and science, resulting from a careful planning and execution in order to be able to work effectively and efficiently. Marketing helps in introduce products and/or services by a company or even the brand itself to the society, that's why marketing is a very crucial process.

A good marketing will be targeted appropriately to the target market and is interesting enough to make people want to look at it and want to know more. If a marketing effort is not aimed to reach the right market then it will be useless. For example, an advertisement about the newest smartphone put in a billboard near a river close to countryside is not appropriately put, as people who will buy the newest smartphone are likely the people who live in the big city and work in buildings. Furthermore, if a marketing effort is being targeted properly and actually hit the target market but fail to make people stop and stare then it could be useless. An advertisement of a new range of products of winter coats put in a fashion magazine if not being arranged well and make as interesting as possible then it would not make people want to see further.

Marketing is a crucial process that determines whether or not a product and/or goods will be successful in the market. If the marketing is not done right, then a product, even though it is way cheaper than the competitors and have higher quality will not be acknowledged or be able to penetrate the market. Marketing is not only about putting goods and/or services out there but also related to things as stated by Kotler (2016) that there are 10 main types of entities which are goods, services, events, experiences, persons, places, properties, organizations, information, and ideas. Though the entities all seems different from one another, the main idea of marketing them is the same. For example, a person who want to market him/her self, should think of him/her self as a brand.

2.3 Consumer Behavior

In order to deliver a good marketing message to the target market, the company must be aware of what drives the target market to purchase the particular

product and that is where consumer behavior takes place. Consumer behavior studies the processes of individuals or groups in selecting, purchasing, using, or disposing products, services, ideas, or experiences to satisfy their needs and wants (Solomon, 2017). To simplify, it is about knowing the behavior of a consumer to know how they make decisions on their products.

Consumer behavior provides information about the individuals that purchase a certain product and/or service (Lake, 2009). When a company understands a consumer better, then they will be able to reach to the consumer directly. That way, more and more consumers will be drawn upon the products marketed and therefore will lead to more sales and more profit for the company.

Consumer behavior is about studying the consumption patterns of consumers as well as the internal and external influences affecting them (Lake, 2009). There are various factors influencing consumer behavior and those factors are grouped into four, as already mentioned in chapter 1; social culture, psychological, marketing mix, and personal. Psychological and personal influences are internal influences while social culture and marketing mix influences are external influences

2.3.1 Internal Factors

Internal factors or internal influences affecting consumer behavior comes from inside the consumer. The factors come from within based on one's own experiences. It includes psychological and personal influences which are the personal considerations of an individual including their motivation, perception, learning, memory, age and life cycle, occupation and economic condition, personality, and lifestyle.

2.3.1.1 Motivation

Motivation is a process that leads people to behave the way they do (Solomon, 2017). Motivation is like a reason for someone to do something. For example, people eat when they are hungry, cry when they are sad, and laugh when they are happy. The feeling of hunger, sadness, and happiness are the motivation or the triggers for the individual to eat, cry, and laugh.

There are two types of motivation in consumer behavior as a fundamental to understand it which are utilitarian and hedonic. Utilitarian motivation or utilitarian needs (rational needs) are the need to purchase something efficiently to achieve something or to fulfil a certain need that needs to be fulfilled (Childers, et al., 2001). Utilitarian needs are also known as basic needs. For example, a consumer buying a portion of chicken rice to fulfil his hunger. In contrast, hedonic motivation or hedonic needs are the need to purchase something based on multisensory, fantasy, and emotional aspects of consumer's interaction with products (Solomon, 2017). Hedonic needs are more on the effort to fulfill the emotional feeling of consumer to purchase or own something, so it is not necessarily a need but a want or desire. For example, a consumer who is hungry will not only buy a portion of chicken rice but also will buy some extra side dish or dessert because it looks good on the display. So, utilitarian and hedonic motivations are very different from one another.

Hedonic motivation is believed to be more beneficial for a company, as consumers will purchase more when it is based on hedonic needs. When companies want to aim to attract people to fulfil their hedonic desires on them, they must focus on the sensory and emotional experiences of a consumers. Hedonic motivation is

believed to be promoting an impulse buying behavior to a consumer when it is alongside with other factors. Hedonic motivation can be triggered by various factors. A good display, good atmosphere, or a simple driver of pleasure can promote a hedonic motivation.

2.3.2 External Factors

External factors or external influences affecting consumer behavior comes from outside the consumer. The factors come from outside based on what kind of environment one's in. It includes marketing mix and social cultural factors which are product, price, place, promotion, reference group, family, roles, and status.

2.3.2.1 Reference Group

One of the social cultural factors influencing consumer behavior is reference group (Lake, 2009). Reference group refers to two or more individuals who share a set of norms, values, or beliefs. It is other individual or a group of people whom influences will significantly affect consumer's evaluations, aspirations, or behavior (Solomon, 2017). Reference group can influence an individual to purchase or not to purchase something. However, the influences given by a reference group may not work the same way to all types of products.

Products that a consumer will feel like needing an influence from a reference group are usually products that are more complex or are considered new to the consumer. When a consumer can try a product before purchasing it or the product do not really have a long-term commitment to it then usually a reference group's influence is not really take into account. But if the product is more complex or too general that there are too many variety and different brands offering the same then there is where a reference group will be needed.

2.3.2.2 Discount

Promotion or sales promotion is one of the marketing mix that can influence consumer behavior. Sales promotion or also known as discount is a deducted price of a product from its original price. When there is a promotion or discount then consumers can purchase a product with cheaper prices from usual. Companies use discount and promotion to make people purchase more items with low prices. Discount is believed to be driving consumer to buy more product than usual, as the good deal will make them think that "tomorrow I won't be able to buy this much product with only this amount of money".

There are various types of discounts and different terms applies in different stores or different companies. Some companies may give discount to its loyal customers by having loyalty cards with points that then can be traded with discounts or vouchers and other companies may give discount to a customer who purchase a certain number of products or buy in bulk. However, the most common type of discounting used by companies is seasonal discount.

Discount is useful for driving traffic and sales in the short-term (Watkins, n.d.) and that is why discounts are usually seasonal. Seasonal discounts are done during the off-peak times or the times when the items are not needed the most. For example, season's changing; when the weather starts to get cold which marks that summer is coming to an end, retails who sell clothes will start giving discount on the summer clothes to make room for the autumn clothes. Seasonal discount given at holidays are also aimed to boost a company's sales, as in holidays people tend to want to spend a lot to buy presents or new goods so giving discounts will make them want to purchase even more.

2.4 Online Impulse Buying Behavior

Impulse buying is the act of purchasing something that an individual has not planned before and it occurs when there is a feeling of sudden urge to get the item (Rent.com, 2015). Impulse buying or impulsive behavior is also referred to buying without thinking, in which a consumer will purchase a certain good just because it looks good on the display or the price is very cheap that it becomes appealing. Online impulse buying behavior is buying things without thinking through an online platform.

Online impulse buying is promoted by a sudden, strong, and irresistible urge to buy. Online impulse buying is usually associated with a negative behavior which will make people more financially unstable and is bad for one's economy because there will be more unplanned expenses but it is beneficial for a company. The more impulse purchases done by consumers, the more profit will the company get.

There are four classifications to impulse buying. These types of impulse buying, might apply a bit differently online. The classification of impulse buying began with the study by Stern (1962) that then modified by Han et al. (1991) to four types which are listed as follows.

1. Planned impulse buying
2. Reminded impulse buying
3. Suggestion or fashion-oriented impulse buying
4. Pure impulse buying

Planned impulse buying is partially planned but it is undecided, the specific product or category are not known yet (Muruganantham and Bhakat, 2013). The product and/or category then will be decided inside the shop by seeing different

sales promotion or what is happening there. For example, a consumer has a plan to go to the grocery store to buy some food without knowing the exact type or brand he/she would like to purchase. When seeing a particular brand has a discounted price, that consumer could end up impulsively purchase the product.

Reminded impulse buying occurs when the buyer is reminded to purchase something when noticing the product in the store (Muruganantham and Bhakat, 2013). For example, when purchasing a gallon of ice cream, usually near the refrigerator there will be some options of ice cream cone. Although intentionally the consumer planned to only buy the gallon of ice cream, he or she will be reminded to buy the ice cream cone when noticing it on the rack.

Suggestion or fashion-oriented impulse buying is introduced by Stern (1962) as the purchase of new product based on suggestion without any prior experience. This usually happened in fashion stores, that's why it is called fashion-oriented. This type of impulse buying is influenced by an individual's own suggestion or emotion when noticing something new and decided to purchase it on the spot.

Pure impulse buying is a new thing in which a shopper chooses to not do the usual shopping. It is the pure and basic form of impulse buying where a consumer just breaks the trend of a usual shopping by shopping impulsively or spontaneously.

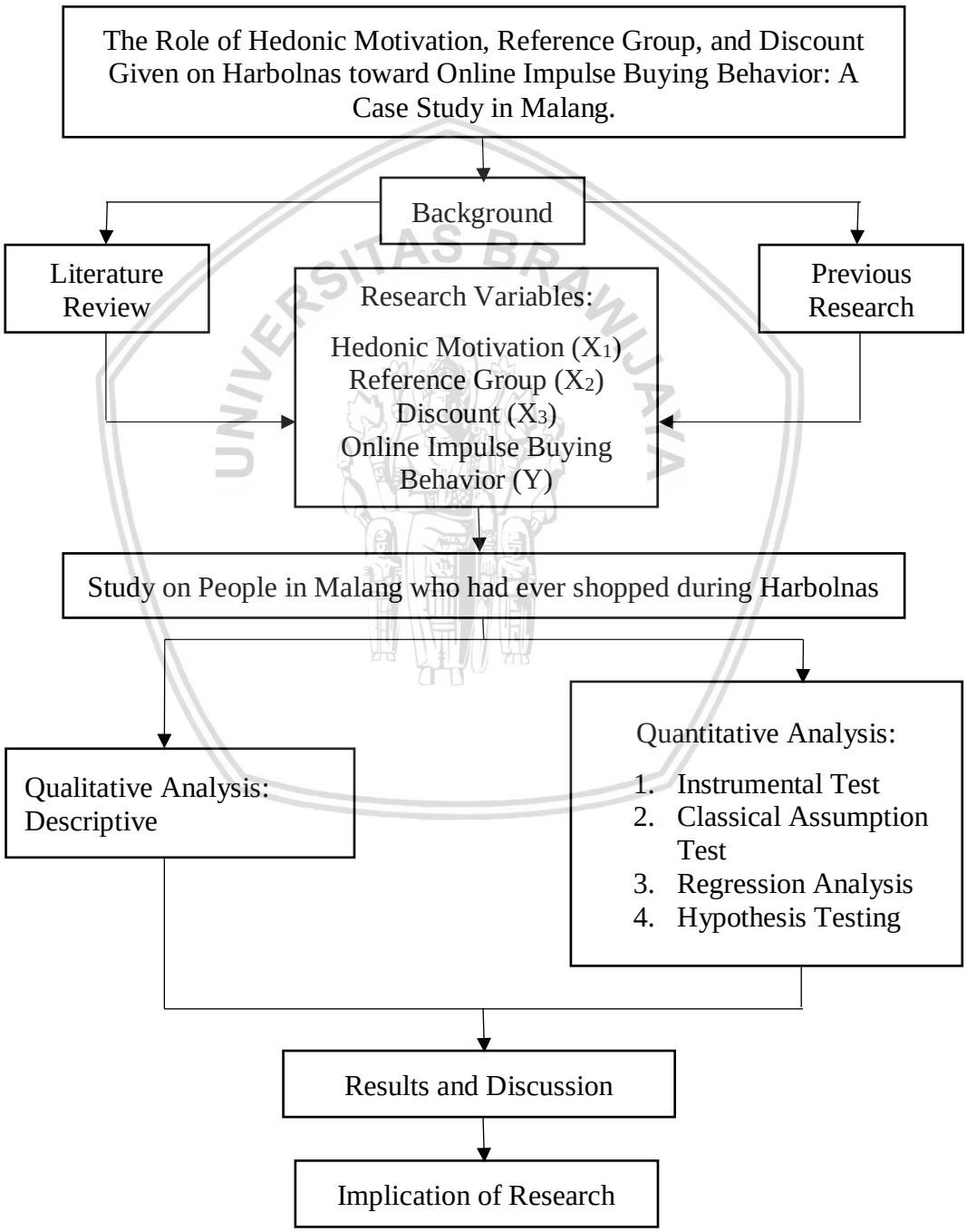
2.5 Research Framework

This study aims to describe the role of hedonic motivation, reference group, and discount given at Harbolnas toward online impulse buying behavior in Malang. So, this study has 3 independent variables which are motivation, reference group,

and discount given at Harbolnas that could influence the dependent variable which is online impulse buying behavior. The research framework of this study is as shown in Figure 2.1 below.

Figure 2.1

Research Framework

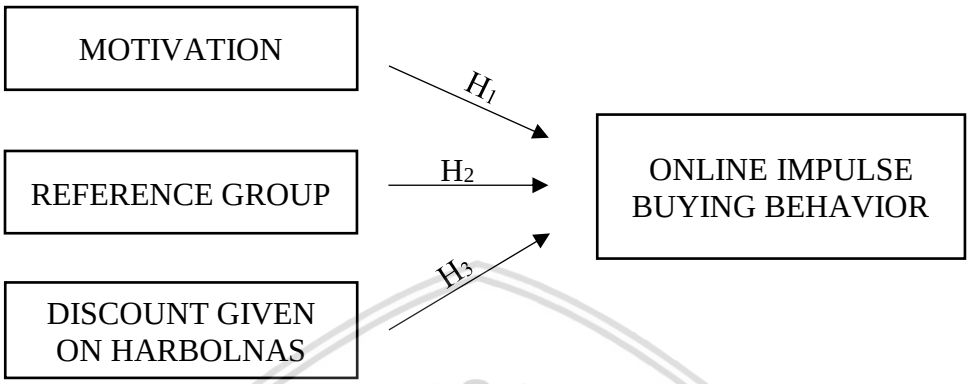


Source: Primary Data, 2018.

2.6 Research Hypotheses

Figure 2.2

Hypothesis Model



According to Sekaran (2010) a hypothesis can be defined as a logically conjectured relationship between two or more variables expressed on the form of testable statement. Figure 2.2 above shows the hypothesis model of this research. Based on the research framework formulated from the previous researches explain above, the hypotheses to this research are as follows:

Motivation comes in many different forms and it is the basis of why people do something. It is the reason to every activity done by a person. Hedonic motivation, as it is more about pleasure and wants than needs, is believed to be promoting an impulse buying behavior.

H_1: Hedonic motivation affects online impulse buying behavior

Reference group refers to a person or a group of people who can influence an individual. A reference group usually help an individual in making a decision that are more complex, like if they are wanting to buy a certain item on the market. A reference group is believed to be able to influence the decision of an individual in doing an online impulse buying behavior.

H_2: Reference group affects the decision making to online impulse buying behavior.

Discounts are believed to make people want to purchase more. Discounts given on Harbolnas, as it is promoted all around the nation and is done in all e-commerce sited in Indonesia, is perceived to be promoting an online impulse buying behavior.

H_3: Discounts given on Harbolnas affects online impulse buying behavior.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Type of Research

This research uses a quantitative method with a descriptive study design. Quantitative approach involves the generation of data in quantitative for which can be subjected to rigorous quantitative analysis in a formal and rigid fashion (Kothari, 2009, p.5). Quantitative methods are used to examine the relationship between variables with the primary goal being to analyze and represent that relationship mathematically through statistical analysis. A descriptive design seeks to describe the current status of a variable or phenomenon.

3.2 Research Location

As the subject of the research is considerable common to people who uses e-commerce or online shopping on Harbolnas, researcher limits the location of this research to areas around Malang. The questionnaire will be distributed directly around Malang city and also distributed via online survey to have better exposure.

3.3 Research Population and Sample

3.3.1 Research Population

A population is defined as the group of all items of interest to a statistic practitioner (Keller, 2014). A population can be a group of people, a group of institutions or organizations, or a group of events. The population of this research is people in Malang aged 16-35. That is because in 2016 according to Ministry of Communication and Information of Indonesia, the biggest percentage of people using e-commerce in Indonesia based on age are people aged 26-35, then followed

by 56-65, 36-45, and 16-25, and the variables used in this study are believed to be more influential to people of productive age. However, the exact number of the population used in this research in unknown due to the unavailability of data. Age changes every year therefore there are no updated data that could be found.

3.3.2 Research Sample

A sample is a set of data drawn from the studied population (Keller, 2014). Thus, a sample is a subgroup or a smaller group that are chosen more specifically from the people of the population. The sampling technique used in this research is a non-probability sampling, which according to Hair et al. (2010) means that the probability of selection of each sampling unit is unknown. The selection of the sample is based on researcher's judgment and it may or may not represent the whole target population.

Using a judgement or purposive sampling, researcher distributes questionnaires to samples which are selected because the researcher believes they meet the requirements for the study (Hair et al., 2010). The considerations of some criteria for the sample are as follows:

1. Respondents are citizen of Malang or currently living in Malang.
2. Respondents are at least 16 years old and no more than 35 years old.
3. Respondents who ever uses e-commerce or online shop on Harbolnas.

3.3.3 Sample Size

Determining the sample size for non-probability sampling is usually a subjective, intuitive judgement made by the researchers based on either past study, industry standards, or the amount of resources available (Hair et al., 2010). Due to the large population and the sample size that cannot be calculated, Roscoe (1975)

suggested to approach the problem of sample size with the following rules of thumb believed to be appropriate for most behavioral research (Hill, 1998). The rules, might not all be applicable, are as follow:

1. The use of statistical analyses with samples less than 10 is not recommended.
2. In simple experimental research with tight controls, successful research may be conducted with samples as small as 10 to 20.
3. In most ex post facto and experimental research, samples of 30 are recommended.
4. When samples are to be broken into sub-samples and generalizations drawn from these, then the rules of thumb for sample size should apply to those sub samples.
5. In multivariate research, sample size should be at least ten times larger than the number of variables being considered.
6. There is a seldom justification in behavioral research for sample sizes less than 30 or larger than 500. Within these limits (30 to 500), the use of a sample about 10% size of parent population is recommended.
7. Generally, choice of sample size is as much a function of budgetary considerations as it is statistical considerations. When they can be afforded, large samples are usually preferred over smaller ones.

According to point number 5 and six on the rule of thumb above, the researcher can decide the sample size. As this research is a multivariate research (multiple regression analysis) then the sample size must be at least ten times larger than the number of variable and stays between the number of 30 and 500. This research has

three independent variables which are Motivation (X_1), Reference Group (X_2), Discount Given at Harbolnas (X_3) and one dependent variable which is Impulse Buying Behavior (Y). Therefore, the number of total samples would be 100 respondents that represent the population which obtained from the following calculation:

1. $4x10 = 40$.

   40, being the minimum number of respondents for this research is gained from the four variables used in the research multiplied by 10, based on rule number 5.

2. Based on rule number 6, the sample size should be more than 30 and less and 500. Although the number of minimum sample on this research is already larger than 30, researcher feels that it is too small of a sample to be analyzed. Therefore, researcher took a sample of 100 that believed to be able to represent the population.

3. The larger number of respondents is believed to be more accurate in representing the research population.

3.4 Data Collection Method

This study uses a survey-based methodology for collecting data. By using a survey, researcher can collect a large amount of data at one time. To gather the primary data from the respondents, a questionnaire is distributed. The questionnaire is filled with the list of questions in order to obtain the information needed for the research that can be provided by the respondents. The series of questions written on the questionnaire will provide a better understanding about the role of hedonic

motivation, reference group, and discount given at Harbolnas toward online impulse buying behavior.

As this research is conducted in Malang, which is in a Bahasa Indonesia speaking country, researcher provides the questionnaire in Bahasa Indonesia. This study distributes 100 questionnaires to the respondents around Malang city area for appropriate data and result.

3.5 Research Variable and Variable Operational Definition

3.5.1 Research Variable

This research has three independent variables that influences the one dependent variable. These variables are related to the effort of defining a concept to make it measureable. The independent variables are hedonic motivation, reference group, and discount given at Harbolnas while the dependent variable is online impulse buying behavior, or better listed and explained below:

A. Independent variable

   Independent variables are variables whose values are directly manipulated by the researcher (Hair et al., 2010). Independent can influence a dependent variable in both positive and negative way. The independent variables of this research are:

   1. Hedonic Motivation (X_1)
   2. Reference Group (X_2)
   3. Discount Given on Harbolnas (X_3)

B. Dependent variable

   Dependent variable is a measure of effects or outcomes that occur as a result of changes in levels of independent or causing variables (Hair et al., 2010).

In other words, dependent variable is the variable influenced by independent variables. The dependent variable of this research is Online Impulse Buying Behavior (Y).

3.5.2 Variable Operational Definition

The four variables used in this research will be explained as follows:

1. Hedonic Motivation (X_1)

   Motivation is a process that leads people to behave the way they do (Solomon, 2017). Motivation is the reason that makes someone do something, or in the case of shopping, the reasons are needs and wants. Motivation in this research refers to the hedonic motivation that people has when they purchase something impulsively. The indicators for hedonic motivation are:

   a. Finding unique things makes me excited (Foroughi et al., 2014).
   b. Compared to others, spending time on shopping is so enjoyable (Foroughi et al., 2014).
   c. During shopping, I feel excited (Foroughi et al., 2014).
   d. It seems that I explore a new world when I go shopping (Foroughi et al., 2014).

2. Reference Group (X_2)

   Reference group is one of the social cultural factors that influences consumer behavior (Lake, 2009). Reference groups are groups that consumers compare themselves to or associate with. Reference group refer to other individuals or groups of individuals who share a set of norms, values, or beliefs. Reference group used in this research refers to other

people who might make consumers buy something impulsively. The reference group could be a family member, peers, or influencers that endorsed to promote goods and/or services.

a. I seek for information from other people when purchasing something (Carmen, 2008).
b. I care about what other people think when purchasing a certain product and/or service (Carmen, 2008).
c. I need validation from other people when purchasing something (Carmen, 2008).
d. Expectations of fellow work associates will influence my decision in purchasing something (Reza and Valeecha, 2013).

3. Discount Given on Harbolnas (X_3)

Discount is a deducted price of a product from its original price. Watkins (n.d.) says that companies use discount to make people purchase more items with low prices. Discount given on Harbolnas are all price deduction on December 12th known in Indonesia as national online shopping day. These discounts are thoroughly applicable in all e-commerce sites and online stores in Indonesia.

a. Promotional activities such as discount make you want to buy products (Tinne, 2011).
b. I wait to buy things until they go for sale (Rudolph, 2016).
c. I look for promo codes before buying anything online (Rudolph, 2016).

d. I buy things when it is offered at a lower price than its original (Rudolph, 2016).

4. Online Impulse Buying Behavior (Y)

Impulse buying is a sudden urge that could not be resist (Solomon, 2017). So, online impulse buying behavior is a sudden urge to buy something that an individual gets when he or she is shopping online. Online impulse buying in this research refers to the impulse buying behavior consumer done online during Harbolnas. The indicators for online impulse buying behavior are:

a. I am a person who makes unplanned purchase (Foroughi et al., 2014).
b. When I go shopping, I buy things that I had not intended to purchase (Foroughi et al., 2014).
c. I often buy things spontaneously (Foroughi et al., 2014).
d. I feel the desire to buy an item as quickly as possible to terminate the pain of not buying (Foroughi et al., 2014)
e. When I see something that really interests me, I buy it without considering the consequences (Foroughi et al., 2014).

Table 3.1

Variable Indicators

No	Variable	Indicator	Item	Source
1	Hedonic Motivation	$X_{1.1}$: Uniqueness $X_{1.2}$: Enjoyment $X_{1.3}$: Excitement $X_{1.4}$: Explore	$X_{1.1}$: Finding unique things. $X_{1.2}$: Time spent shopping is so enjoyable. $X_{1.3}$: During shopping, I feel excited. $X_{1.4}$: Shopping feels like exploring a new world.	Foroughi et al., 2014
2	Reference Group	$X_{2.1}$: Information $X_{2.2}$: Judgement $X_{2.3}$: Validation $X_{2.4}$: Expectation	$X_{2.1}$: I seek for information from other people when purchasing something. $X_{2.2}$: I care about what other people think when purchasing a certain product and/or service. $X_{2.3}$: I need validation from other people when purchasing something. $X_{2.4}$: Expectations of fellow work associates will influence my decision in purchasing something.	Carmen, 2008; Reza and Valeecha, 2013
3	Discount given on Harbolnas	$X_{3.1}$: Motivate $X_{3.2}$: Wait for sale $X_{3.3}$: Promo code $X_{3.4}$: Lower price	$X_{3.1}$: Promotional activities such as discount make you want to buy products.	Tinne, 2011; Rudolph, 2016

No	Variable	Indicator	Item	Source
			$X_{3.2}$: I wait to buy things until they go for sale. $X_{3.3}$: I look for promo codes before buying anything online. $X_{3.4}$: I buy things when it is offered at a lower price than its original.	
4	Online Impulse Buying Behavior	$Y_{1.1}$: Unplanned $Y_{1.2}$: Not intended $Y_{1.3}$: Spontaneous $Y_{1.4}$: Desire $Y_{1.5}$: No consideration	$Y_{1.1}$: I am a person who makes unplanned purchase. $Y_{1.2}$: When I go shopping, I buy things that I had not intended to purchase. $Y_{1.3}$: I often buy things spontaneously. $Y_{1.4}$: I feel the desire to buy an item as quickly as possible to terminate the pain of not buying. $Y_{1.5}$: When I see something that really interests me, I buy it without considering the consequences.	Foroughi et al., 2014

Source: Secondary data, 2018.

3.6 Measurement Scale

To get accurate results, the measurement scale of this research uses Likert Scale analysis. A Likert scale asks respondents to indicate the extent to which they either agree or disagree with a series of statements about a subject (Hair et al., 2010). The scale is usually balanced between agreement and disagreement scale descriptors which initially had five scale descriptors that will also be used in this research that are listed in Table 3.2 below.

Table 3.2

Measurement Scale

Scale Descriptors/Answer Choice	Score
Strongly Agree	5
Agree	4
Neither Agree nor Disagree	3
Disagree	2
Strongly Disagree	1

Source: Hair et al. (2010:163)

3.7 Research Test Instrument

In quantitative research, research data has to be valid and reliable. To determine the extent to the instruments of this research can be trusted, there is a validity and reliability test. The research instrument is considered valid if the items in the questionnaire are able to express something that will be measured, while a questionnaire is considered reliable if the respondents' answers are consistent or stable from time to time (Sugiyono, 2014).

3.7.1 Validity Test

Test validity concerns with the degree to which a given test or any of its component parts should measure what it is to measure, not anything else (Weir,

1993). According to Hair et al. (2009), validity is a degree to which a measurement accurately represents what is supposed to measure. Ensuring validity starts with a thorough understanding of what is to be measured then making the measurement as correct and as accurate as possible. However, accuracy does not ensure validity.

To find validity, the Pearson product-moment correlation formula is often used. A questionnaire is said to be valid if each questions of the questionnaire is able to represent what is measured. Cooper and Schindler (2011) mentions the criteria used in decision making in the validity test, which are:

a. If the value of r > r table, then the item is valid.
b. If the value of r < r table, then the item is invalid.

The correlation coefficient is valid when the coefficient of item and total item has a significance level below or equal to 0.05 (5%).

3.7.2 Reliability Test

Reliability is the degree to which the observed variable measures the "true" value and is "error free"; this, it is the opposite of measurement error (Hair et al., 2009). If the same measure is asked repeatedly, more reliable measures will show greater consistency than less reliable measures. The variables being used must constantly be assess and if valid alternative measures are available then the variable with higher reliability should be chosen. Reliability is calculated by using Cronbach Alpha coefficients formula as follows:

$$r_1 = \left(\frac{k}{k-1}\right)\left(1 - \frac{\sum \sigma_b^2}{\sigma_t^2}\right)$$

Where r is the reliability of the instrument, k is the number of questions, σ_1 is the number of variant item, and σ_2 is the total variant

Instruments can be considered reliable if the validity of the calculation is bigger than the critical value at 0.05 significance level (α = 5%). Using Cronbach Alpha test, a variable is considered reliable if the value of Cronbach Alpha is bigger than 0.60.

3.7.3 Classical Assumption Test

Before testing the multiple linear regression, there are several key assumptions that have to be made for prediction.

3.7.3.1 Linearity Test

Linearity test aims to determine whether the relationship between independent variables and the dependent variable is linear. A good regression model will have a linear relationship between the independent variables and the dependent variable. It can be known from the deviation from linearity significant value. If it is lower than the alpha of 0.05 then it can be concluded that there is a linear relationship between the variables.

3.7.3.2 Normality Test

Normality test is a test to see whether or not the distribution of the data used is normal. Multiple regression assumes that the residuals are normally distributed. Regression model can be said to meet the assumptions of normality if the residuals obtained from the model are in normal distribution. Using the Kolmogorov-Smirnov normality test, the data can be said to have a normal distribution if the significant level is bigger than 0.05.

3.7.3.3 Non-multicollinearity Test

Multicollinearity test is done to determine whether there is similarity between the independent variables in a model. Multiple regression assumes that he independent variables are not highly correlated with each other. It is to avoid habits in the decision-making process regarding the partial effect of independent variables on the dependent variable. To test the multicollinearity of a model, Variance Inflation Factor (VIF) is used. If the VIF value lies between 1-10 then there is no multicollinearity.

3.7.3.4 Non-heteroscedasticity Test

Heteroscedasticity is useful to examine whether there is a difference in the residual variance of the observation period to another period of observation. This assumption states that the variance of error terms is similar across the values of the independent variables. A good regression model will have no heteroscedasticity. Using the scatterplot graph, a model can be said to have to heteroscedasticity if there is no clear pattern.

3.8 Data Analysis Method

Data analysis involves the identification and measurement of variation in a set of variables, either among themselves or between a dependent variable and one or more independent variables (Hair et al., 2009).

3.8.1 Multiple Regression Analysis

Hair et al. (2009) states that multiple regression is the appropriate method of analysis when the research problem involves a single metric dependent variable presumed to be related to two or more metric independent variables. Multiple

regression analysis will predict the changes in the dependent variable in response to the change in the independent variables.

The formulation of multiple regression analysis model based on Hair et al. (2009) that can be used for this study is as follows:

$$Y = b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where Y is the value relationship of independent variables on the dependent variable, b is the regression coefficient, X is the independent variable, and e is error.

Each of the variables will be put in the model of equation above to predict the influence of the independent variables on the dependent variable. The *X*'s would be the each of the independent variables so X_1 is hedonic motivation, X_2 is reference group, and X_3 is discount given on Harbolnas while the *Y* is online impulse buying behavior.

3.8.2 Coefficient of Determination (R^2 Test)

According to Hair et al. (2009), coefficient of determination, or r^2, describes the amount of variation in the dependent variable associated with the variation in the independent variable. The regression r^2 also tells you what percentage of the total variation in the dependent variable can be explained by using independent variables. The r^2 measure varies between .00 and 1.00 and is calculated by dividing the amount of variation explained by regression equation.

Basic weakness on using r^2 is that it is biased against the number of independent variables included in the model. It is found that there is always an increase of r^2 whether the independent variable has a significant effect on the dependent variable or not. Therefore, many researchers recommend using adjusted r^2 to evaluate the best regression model. The larger value of adjusted r^2, the greater

is the variation in the dependent variable that can be explained by the variation in the variables, predictors, or the independent variable. Conversely, the smaller the value of adjusted r^2 the smaller is the variation in the dependent variable that can be explained by the independent variable.

3.9 Hypothesis Testing

3.9.1 Partial Significance Test (t Test)

Hair et al. (2009) says that t-Test is a hypothesis test that utilizes the t distribution to measure a significance of the partial correlation of the variable reflected in the regression coefficient. This test is used to determine the influence of independent variables on the dependent variable partially. According to Sugiyono (2014), t-Test can be determined by using the following formula:

$$T = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Where *r* is the partial correlation found and *n* is the number of samples.

The test is done by comparing t_{count} and t_{table} with a significance level of t > 0.05 (5%). To simplify, the comparation of t_{value} and t_{table} is done to see whether or not a hypothesis is accepted or rejected. If $t_{value} < t_{table}$ then H_o (independent variable has no influence over dependent variable) is rejected and H_a (independent variable has influence over dependent variable) is accepted, and vice versa.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Description of Research Object

The object of this research is a holiday shopping event in Indonesia known as Harbolnas or Hari Belanja Online Nasional (National Online Shopping Day).

4.1.1 History of Harbolnas

Harbolnas or Hari Belanja Online Nasional is first started in 2012. The event was started by some of the biggest e-commerce platforms in Indonesia that are incorporated in Asosiasi Ecommerce Indonesia (IdeA) or Indonesian e-commerce association. Those e-commerce sites are *Lazada, Zalora, Blanja, PinkEmma, Berrybenka, and Bukalapak.*

Inspired by some online shopping celebrations in other countries like US, Canada, UK, Germany, and Japan called Cyber Monday, Harbolnas was initiated. Cyber Monday is done every Monday after Thanksgiving Day to attract consumers to shop online. Having the same concept and implementation, Harbolnas is done every year on December 12 (debuted on December 12, 2012 or 12/12/12). During the event, online retailers and various e-commerce platforms will give big discounts and promotion to attract more consumers to shop online and gain more profit. Being held a couple weeks before Christmas, Harbolnas is believed to mark as the start of online Christmas Shopping in Indonesia.

The Harbolnas campaign is aimed at educating the public about the easiness of online shopping that are safe and convenient that it can be done at any time. Not

only that, this 24-hour event also has a mission to promote the e-commerce industry of Indonesia. That is because Indonesia has a fairly high growth of Internet users which currently has reached 63 million users (Wikipedia, 2017).

The participants of the event increase every year. Starting from 2017, Harbolnas initiated to reach out to small and medium online enterprises to join in the celebration. Using the tagline of #BelanjaOnlineBersama (online shop together) Harbolnas hoped to attract more SMEs to go online and feel the impact of Harbolnas alongside with other big e-commerce in Indonesia. That is so that in Harbolnas, consumers can be more motivated to shop online in many different platforms because of the discounts and promotions that are all across the online shops.

4.1.2 Harbolnas Logo and Profile

Figure 4.1

Harbolnas Logo

Source: Harbolnas, 2017

The logo of Harbolnas is shown in figure 4.1 above. It's a rather simple logo that is easy to notice. The appearance of a shopping cart in the logo emphasizes that Harbolnas is a shopping event. The color red used in the logo represents celebration

and desire, which could translate to Harbolnas being a celebration of online shopping and will generate people's desire to shop on that day.

Harbolnas or National Online Shopping Day is a national event held in Indonesia to promote online shopping. Every single e-commerce platform and even small online shops we found on *Instagram, Facebook*, etc. also participate in the event by giving special discount on the day or even for the whole week.

4.2 The Characteristic of the Respondents

This study aims to understand several variables which are hedonic motivation, reference group, and discount given on Harbolnas toward online impulse buying behavior. A set of questions in a form of questionnaire was used to collect data from the respondents that are determined by purposive sampling. The data were collected from April 11 to April 23 2018. A total of 120 questionnaires were distributed to e-commerce users or online shoppers who fulfilled the criteria around Malang area. The questionnaires that can be used are the ones being answered completely by the respondents. From 120 questionnaires, 100 fulfilled the criteria. Thus, there are 100 questionnaires that can be processed. The detailed characteristics of the respondents are described as follow.

4.2.1 The Characteristic of Respondents Based on Age

The age of respondents is classified in Table 4.1 below. The age of respondents is divided into 4 groups which are 16 – 20, 21 – 25, 26 – 30, and 31 – 35 based on the e-commerce users in Indonesia. Based on the data processed, it is found that the majority of respondents are those on the age of 21 – 25 years old with a total number of 59 respondents (59%), more than half of the number of total respondents. Then it is followed with the age group of 16 – 20 with a total number

of 22 respondents (22%), the age group of 31 – 35 with a total number of 13 respondents (13%), and last is the age group of 26 – 30 with only a total of 6 respondents (6%).

Table 4.1

Age of Respondents (n = 100)

No.	Age	Frequency	Percentage
1.	16 – 20	22	22%
2.	21 – 25	59	59%
3.	26 – 30	6	6%
4.	31 – 35	13	13%
Total		100	100%

Source: Primary Data Processed, 2018

As shown in table 4.1 above, the age of most respondents of this research is 21 – 25, showing that young adults in Malang are those who shop on Harbolnas more. As researcher is also in that age group, it is possible that it is easier to convince people of the same age group to participate. This result shows that the youngster, or millennials, do online shopping more than the other age group because the highest percentage are for the age below 25. That is because younger people or millennials are more exposed to technology that they tend to be more aware of what's happening that online shop will intrigue them more.

4.2.2 The Characteristic of Respondents Based on Gender

The gender of the respondents is shown on table 4.2 below. Shopping is not something gender-based so both male or female will have the same tendency to shop, depending on the person. Although women are more likely to go shopping than men the difference would be on the things that they buy. Women tend to buy more beauty things and fashion, which are more disposable so they tend to shop

more, while men tend to buy more electronics or fashion stuff like shoes that have more longevity of wear so they do not shop as much.

Table 4.2

Gender of Respondents (n = 100)

No.	Gender	Frequency	Percentage
1.	Male	40	40%
2.	Female	60	60%
Total		100	100%

Source: Primary Data Processed, 2018

From the data above we can see that there are more female respondents than male respondents, showing that in this case, women do shop more than men. Taylor (2014) stated that although saying that women shop more than men is a generalization, there is evidence that it is not just a myth. A survey of 2,000 British people conducted in 2013 found that men become bored after only 26 minutes of shopping while it took women a full two hours. That shows that because women enjoy shopping more and can spend more time shopping than men, women will shop or buy more things than men.

4.2.3 The Characteristic of Respondents Based on Latest Education

The classification of the latest education of the respondents are shown on Table 4.3 below. As the youngest respondent is 16 years old and the oldest respondent is 35 years old, the classification starts from Junior High School and ends in Postgraduate. Based on the data processed, it is found that the majority of the respondents have High School or Vocational High School as their latest education with a percentage of 65%. With the minimum latest education of the respondents being Junior High School, it is expected that all the respondents will understand and answer the questionnaire well.

Table 4.3

Latest Education of Respondents (n = 100)

No.	Latest Education	Frequency	Percentage
1.	Junior High School	16	10%
2.	High School	65	65%
3.	Undergraduate	12	12%
4.	Postgraduate	7	7%
Total		100	100%

Source: Primary Data Processed, 2018

From the data processed, the number of respondents with a certain educational level is in sync with the age classification. As most respondents are in the age group of 21 – 25 and 16 – 20, most respondents have High School as their latest education, then followed by Undergraduate with 12%, Junior High School with 10%, and last is Postgraduate with only 7%. People of age 21 – 25 are most likely still in the journey of pursuing their undergraduate degree, that they will have High School as their latest education as they haven't got their degree yet.

4.2.4 The Characteristic of Respondents Based on Occupation

The classification of the current occupation of the respondents are listed in table 4.4 below. Related to the age and the latest education of the respondents, the occupation of the respondents is classified into student, employee, entrepreneur, and others. Based on the data processed, it is found that the majority of the respondents are students with a percentage of 83%, then followed by employee with a percentage of 12%, entrepreneur with a percentage of 4%, and others with a percentage of only 1%.

Table 4.4

Occupation of Respondents (n = 100)

No.	Occupation	Frequency	Percentage
1.	Student	83	83%
2.	Employee	12	12%
3.	Entrepreneur	4	4%
4.	Others	1	1%
Total		100	100%

Source: Primary Data Processed, 2018

As most of our respondents are on the age of 16 – 25 and have High School and Junior High School as their latest education, it is only suitable that most of the respondents' current occupation is Student. That is because usually after graduating from High School, people will still be a student at College or University.

4.2.5 The Characteristic of Respondents Based on Earnings

The earnings or income of the respondents can be seen in table 4.5 below. Based on the data processed, there are 68 respondents (68%) that have the income rate of 2.000.000 – 4.000.000, then followed by less than 2.000.000 with 18%, and 4.000.000 to more than 6.000.000 with 7% each. Which means that the respondents mostly have the income rate around 2.000.000 – 4.000.000.

Table 4.5

Earnings of Respondents (n = 100)

No.	Earnings	Frequency	Percentage
1.	< 2.000.000	18	18%
2.	2.000.000 – 4.000.000	68	68%
3.	4.000.000 – 6.000.000	7	7%
4.	> 6.000.000	7	7%
Total		100	100%

Source: Primary Data Processed, 2018

From the result above, most respondents have the income rate from 2.000.000 to 4.000.000 which is in accordance with the age, latest education, and occupation of the respondents. Students of the age of 16 – 25 will most likely have an allowance not more than 4.000.000 a month, so the results of the characteristics of respondents based on age, latest education, and occupation are considered consistent.

4.3 Descriptive Result

Descriptive analysis of the research is done to know the perception of the respondents about the questions given on the questionnaires. The variables described are hedonic motivation, reference group, discount, and online impulse buying behavior.

The research was conducted by distributing the questionnaire to 100 respondents in Malang area in which they were asked to fill in the questionnaire using a scale representing a certain level of scoring. The level of scoring is described in table 4.6 below:

Table 4.6

Measurement Scale

Scale Descriptors/Answer Choice	Score
Strongly Agree	5
Agree	4
Neither Agree nor Disagree (Neutral)	3
Disagree	2
Strongly Disagree	1

Source: Hair et al. (2010:163)

4.3.1 The Frequency Distribution of Hedonic Motivation

Table 4.7

The Distribution Frequency of Hedonic Motivation

No	Items	The Distribution Frequency of Motivation										
		SA		A		N		D		SD		Mean
		F	%	F	%	F	%	F	%	F	%	
1	$X_{1.1}$	42	42	42	42	16	16	0	0	0	0	4.26
2	$X_{1.2}$	22	22	25	25	44	44	9	9	0	0	3.60
3	$X_{1.3}$	29	29	44	44	25	25	2	2	0	0	4.00
4	$X_{1.4}$	40	40	41	41	13	13	5	5	1	1	3.60
Mean of Hedonic Motivation Variable												3.86

Source: Primary Data Processed, 2018

Information:

$X_{1.1}$ = Finding unique things makes me excited

$X_{1.2}$ = Compared to others, spending time on shopping online is so enjoyable

$X_{1.3}$ = During shopping, I feel excited

$X_{1.4}$ = It seems that I explore a new world when I go shopping

Table 4.7 above describes the frequencies of respondents' answers towards the Hedonic Motivation variable. As we can see, the mean of Hedonic Motivation (X_1) is 3.86 which means that respondents have a perception that hedonic motivation is one of the driver to impulse buying behavior. Feeling excited when finding unique things has the highest score, then followed by feeling excited while shopping, and then the last two items with the same score are enjoying time spent shopping and feeling like exploring a new world while shopping.

4.3.2 The Frequency Distribution of Reference Group

Table 4.8

The Distribution Frequency of Reference Group

No	Items	The Distribution Frequency of Reference Group										
		SA		A		N		D		SD		Mean
		F	%	F	%	F	%	F	%	F	%	
1	$X_{2.1}$	40	40	41	41	13	13	5	5	1	1	4.14
2	$X_{2.2}$	22	22	35	35	31	31	11	11	1	1	3.66
3	$X_{2.3}$	25	25	41	41	20	20	13	13	1	1	3.76
4	$X_{2.4}$	18	18	33	33	37	37	11	11	1	1	3.56
Mean of Reference Group Variable												3.78

Source: Primary Data Processed, 2018

Information:

$X_{2.1}$ = I seek for information from other people when purchasing something

$X_{2.2}$ = I care about what other people think when purchasing a certain product and/or service

$X_{2.3}$ = I need validation from other people when purchasing something

$X_{2.4}$ = expectations from other people will influence my decision in purchasing something

Table 4.8 above describes the frequencies of respondents' answers towards the Reference Group variable. As we can see, the mean of Reference Group (X_2) is 3.78 which means that respondents tend to have reference group as a help when they purchase something. From the table above, it can be seen that seeking for information from other people's information when purchasing something has the highest mean score, then followed simultaneously by needing validation from other people, caring what other people think, and being influenced by other people's expectation with only 0.10 differences in each score.

4.3.3 The Frequency Distribution of Discount

Table 4.9

The Distribution Frequency of Discount

No	Items	The Distribution Frequency of Discount										
		SA		A		N		D		SD		Mean
		F	%	F	%	F	%	F	%	F	%	
1	$X_{3.1}$	35	35	41	41	18	18	6	6	0	0	4.05
2	$X_{3.2}$	48	48	24	24	16	16	10	10	2	2	4.06
3	$X_{3.3}$	35	35	32	32	17	17	2	2	1	1	3.85
4	$X_{3.4}$	48	48	32	32	17	17	2	2	1	1	4.24
Mean of Reference Group Variable												4.05

Source: Primary Data Processed, 2018

Information:

$X_{3.1}$ = Promotional activities such as discount make me to buy products

$X_{3.2}$ = I wait to buy things until they go on sale

$X_{3.3}$ = I look for promo codes before buying anything online

$X_{3.4}$ = I buy things when it is offered at a lower price than its original

Table 4.9 above describes the frequencies of respondents' answers towards the Discount variable. As we can see, the mean of Discount (X_3) is 4.05 which means that respondents have discount as a driver to purchase something. Buying things when offered at lower price has the highest score, then followed by waiting to buy things when they go on sale and motivated by various promotional activities with a score difference of only 0.001. Looking for promo codes before buying things online has the lowest score.

4.3.4 The Frequency Distribution of Impulse Buying Behavior

Table 4.10

The Distribution Frequency of Online Impulse Buying Behavior

No	Items	The Distribution Frequency of Online Impulse Buying Behavior										Mean
		SA		A		N		D		SD		
		F	%	F	%	F	%	F	%	F	%	
1	Y_1	32	32	32	32	20	20	10	10	6	6	3.74
2	Y_2	15	15	23	23	25	25	25	25	12	12	3.04
3	Y_3	29	29	28	28	24	24	15	15	4	4	3.63
4	Y_4	10	10	26	26	32	32	21	21	11	11	3.03
5	Y_5	13	13	27	27	22	22	24	24	14	14	3.01
Mean of Online Impulse Buying Behavior Variable												3.29

Source: Primary Data Processed, 2018

Information:

Y_1 = I am a person who makes unplanned purchases

Y_2 = When I go shopping, I buy things that I had not intended to purchase

Y_3 = I often buy things spontaneously

Y_4 = I feel the desire to buy an item as quickly as possible to terminate the pain of not buying

Y_5 = When I see something that really interests me, I buy it without considering the consequences

Table 4.10 above describes the frequencies of respondents' answers towards the Online Impulse Buying Behavior variable. As we can see, the mean of Online Impulse Buying Behavior (Y) is 3.19 which means that respondents perception towards impulse buying behavior is not really relevant. From the table above, it can be seen that making unplanned purchases has the highest score, then followed by often buying things spontaneously. The three lowest scores with only 0.001 and

0.002 difference are buying things that originally not intended to be purchased, feeling the desire to buy an item as quickly as possible to terminate the pain of not buying, and buying something interesting without thinking about the consequences.

4.4 Research Instrument Test

4.4.1 Validity Test

Validity refers to how well a test measure what it is purported to measure (Phelan and Wren, 2005). Validity is used to see if the items or questions used in the questionnaires are valid or can measure what is meant to be measured. To test the validity of a questionnaire, Pearson Correlation value is used. It can be measured by comparing the corrected item-total correlation (r) with the critical value of 0.3 or by comparing r table with r calculated. If r table < r calculated then the items are valid. In addition, if the value of r is greater than 0.3 then the items are also valid.

Table 4.11

The Result of Validity Test of Hedonic Motivation

Variable	Items	R Calculated	R Table	Significance	Explanation
X_1	$X_{1.1}$	0.615	0.196	0.000	Valid
	$X_{1.2}$	0.778	0.196	0.000	Valid
	$X_{1.3}$	0.774	0.196	0.000	Valid
	$X_{1.4}$	0.823	0.196	0.000	Valid

Source: Primary Data Processed, 2018

Table 4.11 above shows the result of validity test on Hedonic Motivation variable. The r calculated value of all the items are bigger than the r table value. Therefore, all the items on the variable of Hedonic Motivation are valid.

Table 4.12

The Result of Validity Test of Reference Group

Variable	Items	R Calculated	R Table	Significance	Explanation
X_2	$X_{2.1}$	0.728	0.196	0.000	Valid
	$X_{2.2}$	0.792	0.196	0.000	Valid
	$X_{2.3}$	0.818	0.196	0.000	Valid
	$X_{2.4}$	0.808	0.196	0.000	Valid

Source: Primary Data Processed, 2018

Table 4.12 above shows the result of validity test on Reference Group variable. The r calculated value of all the items are bigger than the r table value. Therefore, all the items on the variable of Reference Group are valid.

Table 4.13

The Result of Validity Test of Discount

Variable	Items	R Calculated	R Table	Significance	Explanation
X_3	$X_{3.1}$	0.740	0.196	0.000	Valid
	$X_{3.2}$	0.882	0.196	0.000	Valid
	$X_{3.3}$	0.850	0.196	0.000	Valid
	$X_{3.4}$	0.835	0.196	0.000	Valid

Source: Primary Data Processed, 2018

Table 4.13 above shows the result of validity test on Discount variable. The r calculated value of all the items are bigger than the r table value. Therefore, all the items on the variable of Discount are valid.

Table 4.14

The Result of Validity Test of Impulse Buying Behavior

Variable	Items	R Calculated	R Table	Significance	Explanation
Y	Y_1	0.861	0.196	0.000	Valid
	Y_2	0.805	0.196	0.000	Valid
	Y_3	0.814	0.196	0.000	Valid
	Y_4	0.791	0.196	0.000	Valid
	Y_5	0.796	0.196	0.000	Valid

Source: Primary Data Processed, 2018

Table 4.14 above shows the result of validity test on Impulse Buying Behavior variable. The r calculated value of all the items are bigger than the r table value. Therefore, all the items on the variable of Impulse Buying Behavior are valid.

4.4.2 Reliability Test

Reliability is the degree to which an assessment tool produces stable and consistent results (Phelan and Wren, 2006). It is a test to measure whether or not an item is reliable. To test the reliability of a questionnaire, Cronbach Alpha is used. An item or instrument is said to be reliable when its reliability coefficient reaches 0.6 or more. If the alpha is less than 0.6 then it is considered unreliable and if it is more than 0.6 then it is considered reliable. The result of reliability test for the variables used in this research can be seen on table 4.10 below.

Table 4.15

The Result of Reliability Test

Variable	Cronbach Alpha Coefficient	Explanation
X_1	0.799	Reliable
X_2	0.811	Reliable
X_3	0.823	Reliable
Y	0.809	Reliable

Source: Primary Data Processed, 2018

As we can see from table 4.15 above, all variables are considered reliable because the value of the Cronbach Alpha is more than 0.6 for all the variables. Therefore, it can be said that the questions of instrument used in this study are reliable. Thus, further analysis can be done.

4.5 Classical Assumption Test

4.5.1 Linearity Test Result

Linearity test is a test to determine the relationship between independent variables and the dependent variable to see whether they are linear. A good regression model should have linear relationship between the independent and the dependent variables. Using the significance value of the deviation from linearity, the linearity can be determined. If the sig. value is less than the alpha of 0.05 then there is linearity between the variables.

Table 4.16

Linearity Test Result

Variable	Deviation from Linearity
Hedonic Motivation (X_1)	0.485
Reference Group (X_2)	0.399
Discount (X_3)	0.276

Source: Primary Data Processed, 2018.

From table 4.16 above, we can see the linearity test result on each independent variable to the dependent variable. The value of the deviation from linearity for all of the independent variables namely hedonic motivation, reference group, and discount are less than 0.05 so all of the independent variables have a linear relationship with online impulse buying behavior.

4.5.1 Normality Test Result

Normality test is a test to see whether or not the distribution of the data used is normal. Regression model can be said to meet the assumptions of normality if the residuals obtained from the model are in normal distribution. If the significant level is bigger than 0.05 then the data have a normal distribution and if the significant level is less than 0.05 then the data does not have a normal distribution.

Table 4.17

Sample of K-S Normality Residual

		Unstandardized Residual
N		100
Normal Parameters	Mean	.0000000
	Std. Deviation	4.38861705
Most Extreme Differences	Absolute	.101
	Positive	.043
	Negative	-.101
Test Statistic		.101
Asymp. Sig. (2-tailed)		.013[c]

Source: Primary Data Processed, 2018

In table 4.17 showing the significant level using the Kolmogorov-Smirnov normality test, the result is 0.013 which means that the residual in this model does not have a normal distribution, as it is less than 0.05.

4.5.2 Non-Multicollinearity Test Result

Multicollinearity test is done to determine whether there is similarity between the independent variables in a model. It is to avoid habits in the decision-making process regarding the partial effect of independent variables on the dependent variable. A good model will not have a multicollinearity. To test the multicollinearity of a model, Variance Inflation Factor (VIF) is used. If the VIF value lies between 1-10 then there is no multicollinearity but if the VIF value is less than one or more than 10 then there is multicollinearity.

Table 4.18

Multicollinearity Test Result

Variables	Collinearity Statistics	
	Tolerance	VIF
X_1	0.803	1.245
X_2	0.768	1.303
X_3	0.846	1.182

Source: Primary Data Processed, 2018.

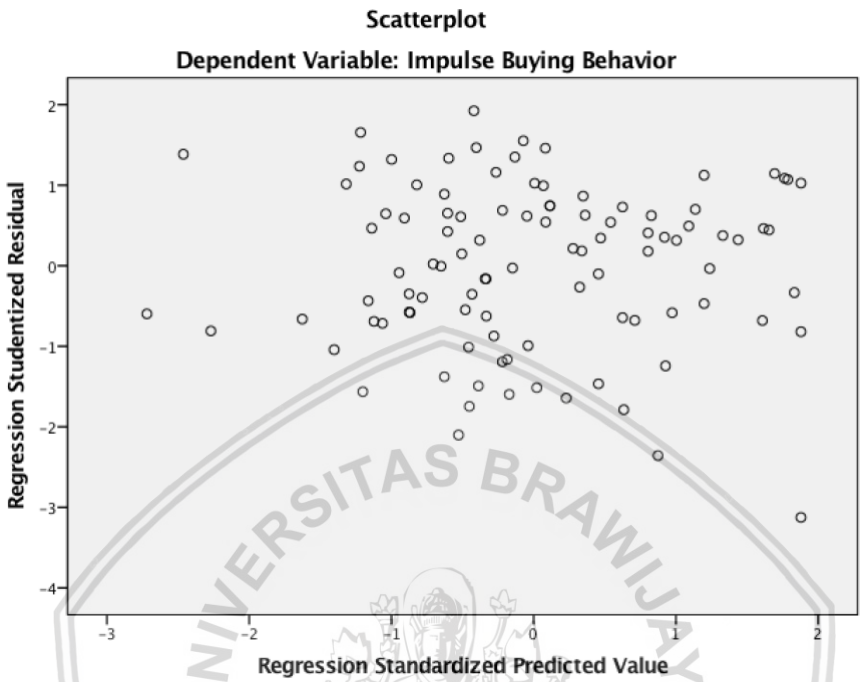
Table 4.18 above shows the result of the multicollinearity test that shows the VIF value at the very right part of the table. The VIF value obtained from each independent variable (X_1, X_2, and X_3) lies between 1-10. It can be concluded that there is no multicollinearity or no relationship between the independent variables of the data. Therefore, the non-multicollinearity assumptions are met.

4.5.3 Non-Heteroscedasticity Test Result

Heteroscedasticity is useful to examine whether there is a difference in the residual variance of the observation period to another period of observation. A good regression model will have no heteroscedasticity. There are several ways to test the heteroscedasticity and one of them is by looking at the scatterplot graph between the predictive value of the independent variable that is ZPRED with the residue of SRESID. If there is a particular pattern in the SPSS Scatterplot Graph then there has been a problem of heteroscedasticity. Conversely, if there is no clear pattern and spreading dots then the indication is there is no heteroscedasticity problem.

Figure 4.2

Scatterplot of Impulse Buying Behavior



Source: Primary Data Processed, 2018.

Figure 4.3 above shows the scatterplot of the dependent variable of Impulse Buying Behavior. Based on the scatterplot above, it appears that the spots are diffused and do not form a clear specific pattern, which means that the residual variance inferred is homogeneous. So, it can be concluded that the regression model does not occur heteroscedasticity problem.

4.6 Multiple Linear Regression Analysis

After the assumptions are met, regression analysis is used to see the effect of the independent variables (X_1, X_2, and X_3) on the dependent variable (Y). To test using multiple linear regression, several steps are performed to find the relationship between the independent and dependent variables. Using SPSS 23, the results obtained from the data processed are as follows:

Table 4.19

Summary of Regression Results

Variable	BETA (Standardized Coefficients)	t	Significance	Explanation
Hedonic Motivation	0.273	2.678	0.009	Significant
Reference Group	0.031	0.298	0.766	**Not Significant**
Discount	0.261	2.625	0.010	Significant

Source: Primary Data Processed, 2018

Table 4.19 above shows the summary of regression results from the test done on the independent and dependent variables. From the table above, the regression model obtained is as follows:

$$Y = 0.273\,X_1 + 0.031\,X_2 + 0.261\,X_3 + e$$

4.6.1 Coefficient of Determination (Adjusted R^2)

The coefficient of determination (adjusted R^2) is a measurement of the accuracy of suitability of the regression line obtained from the estimation of the parameters based on the example. The coefficient of determination aims to determine how much effect the independent variables (X_1, X_2, and X_3) have on the dependent variable (Y).

Table 4.20

Coefficient of Determination

Model	R	R^2	Adjusted R^2
1	0.445	0.198	0.173

Source: Primary Data Processed, 2018

Table 4.20 above shows the result of regression coefficient determination (adjusted R^2) which is 0.173. That means that only 17.3% of Online Impulse Buying Behavior (Y) is affected by Hedonic Motivation (X_1), Reference Group (X_2), and Discount (X_3) whereas the remaining 86.7% of Online Impulse Buying Behavior

(Y) is affected by other variables that are not yet discussed and explored in this research.

4.7 Hypotheses Test

Hypotheses test is done to test the hypotheses of the research, whether they are accepted or rejected. There are three hypotheses in this research that are tested by using Partial Regression Model using T-Test.

4.7.1 T-Test (Partial Test)

Partial regression model testing is used to determine whether each of the independent variable forming the regression model individually has a significant effect on the dependent variable. To test this, a t-test can be used by comparing the values of t calculated and t table. The hypotheses used is as follows:

- H_0: $\beta i = 0$ (there is no significant influence between Hedonic Motivation, Reference Group, and Discount toward Online Impulse Buying Behavior)
- H_1: $\beta i \neq 0$ (there is a significant influence between Hedonic Motivation, Reference Group, and Discount toward Online Impulse Buying Behavior)

If the result is significant, then H_0 is rejected and H_1 is accepted. Meanwhile, if the result is not significant, then H_0 is accepted and H_1 is rejected. In other words, it can be said as follows:

- H_0 is rejected if t calculated > t table
- H_0 is accepted if t calculated < t table

Table 4.21

T-Test Result

Variable	t calculated	t table 5%	Sig. t	Explanation
Hedonic Motivation	2.678	1.984	0.009	Significant
Reference Group	0.298	1.984	0.766	**Not Significant**
Discount	2.625	1.984	0.010	Significant

Source: Primary Data Processed, 2018

Table 4.21 above shows the t-test results from the three independent variables which will be explained below:

a. Hedonic Motivation has a t value of 2.678 and a significance of 0.009. This means that the value of the t calculated is greater than the value of t table (2.678 > 1.984) and the significant value is lower than the α (0.009 < 0.05). The test result shows that H_0 is rejected and H_1 is accepted, which means that Hedonic Motivation significantly affects Online Impulse Buying Behavior.

b. Reference Group has a t value of 0.298 and a significance of 0.766. This means that the value of the t calculated is lower than the value of t table (0.298 < 1.984) and the significant value is greater than the α (0.766 > 0.05). The test result shows that H_0 is accepted and H_1 is rejected, which means that Reference Group does not significantly affect Online Impulse Buying Behavior.

c. Discount has a t value of 2.625 and a significance of 0.010. This means that the value of the t calculated is greater than the value of t table (2.625 > 1.984) and the significant value is lower than the α (0.010 < 0.05). The test

result shows that H_0 is rejected and H_1 is accepted, which means that Discount significantly affects Online Impulse Buying Behavior.

4.8 Discussion

Hedonic Motivation, Reference Group, and Discount are used in this research to reveal the Online Impulse Buying Behavior during Harbolnas in Malang. The analysis used is the data testing method of multiple linear regression. The data were collected by using questionnaires which have been tested in terms of its validity and reliability so it is valid and reliable. Then the data were tested using classical assumptions tests consisting of linearity test, normality test, multicollinearity test, and heteroscedasticity test. After all the tests were done, the data were analyzed by using multiple linear regression to determine the effect of the independent variables on the dependent variable. Last but not least, hypotheses testing was also done using t test.

From the results that were gained from the tests done, it can be concluded that from three independent variables, only one variable that has no effect on the dependent variable, that is Reference Group. So, Hedonic Motivation and Discount do have an effect on Online Impulse Buying Behavior during Harbolnas in Malang. It means that potential shoppers with an impulsive intention on Harbolnas are usually driven by their own hedonic motivation and the discounts offered.

Considering these results, as Harbolnas is held to promote online shopping and get people to do online shopping more, then Harbolnas and the stores who celebrate it have to realize and enhance the things that will trigger people's hedonic motivation and the discounts offered to make people want to shop more on the day.

4.8.1 Hedonic Motivation

The hedonic motivation discussed in this research is the motivation that people refer to the motivation of pleasure rather than fulfilling needs. Based on the results mentioned before, Hedonic Motivation influences Online Impulse Buying Behavior on Harbolnas, Furthermore, this finding is in accordance to the previous researches done by Hausman (2000), Miao (2010), Chang, Eckman, and Yan (2011), Lin and Chen (2012), sand Santini et al. (2015) who also found that hedonic motivation can lead to an impulse buying behavior. The indicators used for hedonic motivation in this research are uniqueness, enjoyment, excitement, and exploration. So, if the stores or Harbolnas itself want to trigger the hedonic motivation of the consumers, they have to enhance the said indicators.

By making the websites more unique and enjoyable with the simple, easy, but interesting layout and design, it could trigger people's desire to want to shop. When the layout is easy to understand and it is supported with unique and pretty design then it will make the consumers feel excites to explore more and therefore could lead to more purchase.

4.8.2 Reference Group

Based on the results of this research, Reference Group does not have a significant effect toward Online Impulse Buying Behavior on Harbolnas. This result is not in accordance with the previous research by Tinne (2011) that says that comments of reference group could promote impulse buying and Reza and Valeecha (2013) that says that reference groups do have an influence on the purchase decision for automobiles. The indicators used in this research to measure impulse buying are information, judgement, validation, and expectation.

Seeing from the result and the fact that the previous research is done seven years ago, there might have been a change in society. When wanting to purchase something, impulsively or not, people nowadays don't really take into consideration of what other people might think or say. Seeing someone having a particular item or promoting it by making comments and judgement is not influential to one's purchase intention.

Moreover, the abundance of influencers dominating the internet through social media, make it easier for companies to promote their products and have endorsements. However, when influencers are promoting too much stuff then people will start losing their trust toward them, because it will seem like the influencers will endorse everything as long as they get paid.

4.8.3 Discount

According to the results gained from this research, Discount significantly affects Online Impulse Buying Behavior. This result is in accordance with the previous researches by Tinne (2011), Santini et al. (2015), and A.K. and M.G.S. (2015) who also found that discount or promotional activities can lead to an impulse buying behavior. As Harbolnas is an event that promotes online shopping by giving discount, it is believed from the result of this research that the more discount the event or the stores give, the more interested the consumers would be in purchasing something, that then will lead to an online impulse buying behavior.

The appearance of discount, especially during Harbolnas, will trigger people's desire to get the goods because they might not be able to buy it again the next day with such a good deal. Therefore, consumers will feel persuaded to buy the products on that day due to them being on sale.

4.9 Implication

The results of this research provide some theoretical and practical implication to the effect of hedonic motivation, reference group, and discount given on Harbolnas to promote online impulse buying behavior. The results of this research provide some insights for Harbolnas to improve and be more effective in promoting online shopping.

Hedonic Motivation and discount both affect online impulse buying behavior that it is important to trigger both in order to make people buy things online more impulsively. This can be done by trying to spark the triggers to consumers' hedonic motivation and giving more interesting discount offers. To drive people's hedonic motivation, the e-commerce sites or online stores participating in Harbolnas can make the experience of shopping online on their sites more unique and enjoyable that therefore it could create more excitement so consumers will want to explore more. That could be done by giving various types of discount and promotion on the site that consumers will want to explore more and is more interested in seeing what the site and the event of Harbolnas have to offer.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

This research examines the effect of Hedonic Motivation, Reference Group, and Discount toward Online Impulse Buying Behavior on Harbolnas. Based on the analysis using multiple linear regression and the discussions, the conclusion are as follow:

1. Hedonic motivation gives a rise to the drive to do online impulse buying behavior.
2. Comments of reference group does not promote an online impulse buying behavior.
3. Discount given on Harbolnas will lead to an online impulse buying behavior.

5.2 Recommendations

Based on the conclusions above, there are several suggestions and recommendations that can be done by Harbolnas and the other parties that expectedly can bring benefits. The suggestions and recommendations are:

1. Harbolnas as the event as well as the e-commerce and the online stores participating should try to trigger potential consumers' hedonic motivation as much as they can. To trigger people's hedonic motivation is not a very hard thing to do, although it is a bit complicated. As the two lowest mean score of the items on hedonic motivation are enjoying time spent shopping

and feeling like exploring a new world while shopping, those two things are the ones that should be enhanced. Starting from making the shopping experience more pleasurable and enjoyable will make consumers want to spend more time and therefore will want to explore further. The further exploration, if made more interesting will feel like exploring a new world. That can be done by enhancing the e-commerce sites that participate in Harbolnas by making more layout more interesting and user friendly, as well as providing some widgets.

2. Reference group in this study is considered to have no effect on online impulse buying behavior which means that the information provided by other people, their expectation and validation, and their comments of what consumers have to buy or not will not affect consumer's decision to buy something that it will not lead to an online impulse buying behavior. Marketing efforts such as endorsement or having influencer trying to influence people to buy on Harbolnas is not really effective to promote the online impulse buying behavior, so Harbolnas itself and the e-commerce participating in it don't have to focus on that.
3. As the main attraction of Harbolnas is the big discount given on almost all e-commerce sites and online shops in Indonesia, it can also be enhanced by spreading it more evenly throughout all the online platform.
4. Harbolnas, as the first national online shopping event in Indonesia should continue to improve as well as enhancing and broadening its scope so that every single online platform in Indonesia could participate in Harbolnas and promote online shopping better.

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APPENDICES

APPENDIX 1

Frequency Distribution

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	16.0	16.0	16.0
	4	42	42.0	42.0	58.0
	5	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	9.0	9.0	9.0
	3	44	44.0	44.0	53.0
	4	25	25.0	25.0	78.0
	5	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	25	25.0	25.0	27.0
	4	44	44.0	44.0	71.0
	5	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	9	9.0	9.0	10.0
	3	39	39.0	39.0	49.0
	4	31	31.0	31.0	80.0
	5	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	5	5.0	5.0	6.0
	3	13	13.0	13.0	19.0
	4	41	41.0	41.0	60.0
	5	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	11	11.0	11.0	12.0
	3	31	31.0	31.0	43.0
	4	35	35.0	35.0	78.0
	5	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	13	13.0	13.0	14.0
	3	20	20.0	20.0	34.0
	4	41	41.0	41.0	75.0
	5	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	11	11.0	11.0	12.0
	3	37	37.0	37.0	49.0
	4	33	33.0	33.0	82.0
	5	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	6.0	6.0	6.0
	3	18	18.0	18.0	24.0
	4	41	41.0	41.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	10	10.0	10.0	12.0
	3	16	16.0	16.0	28.0
	4	24	24.0	24.0	52.0
	5	48	48.0	48.0	100.0
	Total	100	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.0	3.0	3.0
	2	8	8.0	8.0	11.0
	3	25	25.0	25.0	36.0
	4	29	29.0	29.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	2	2.0	2.0	3.0
	3	17	17.0	17.0	20.0
	4	32	32.0	32.0	52.0
	5	48	48.0	48.0	100.0
	Total	100	100.0	100.0	

Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	6.0	6.0	6.0
	2	10	10.0	10.0	16.0
	3	20	20.0	20.0	36.0
	4	32	32.0	32.0	68.0
	5	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	12.0	12.0	12.0
	2	25	25.0	25.0	37.0
	3	25	25.0	25.0	62.0
	4	23	23.0	23.0	85.0
	5	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	4.0	4.0	4.0
	2	15	15.0	15.0	19.0
	3	24	24.0	24.0	43.0
	4	28	28.0	28.0	71.0
	5	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	11.0	11.0	11.0
	2	21	21.0	21.0	32.0
	3	32	32.0	32.0	64.0
	4	26	26.0	26.0	90.0
	5	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Y5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	14.0	14.0	14.0
	2	24	24.0	24.0	38.0
	3	22	22.0	22.0	60.0
	4	27	27.0	27.0	87.0
	5	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

APPENDIX 2

Correlations

Correlations

		X1.1	X1.2	X1.3	X1.4	Motivation
X1.1	Pearson Correlation	1	.247*	.373**	.348**	.615**
	Sig. (2-tailed)		.013	.000	.000	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.247*	1	.466**	.540**	.778**
	Sig. (2-tailed)	.013		.000	.000	.000
	N	100	100	100	100	100
X1.3	Pearson Correlation	.373**	.466**	1	.514**	.774**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.348**	.540**	.514**	1	.823**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Motivation	Pearson Correlation	.615**	.778**	.774**	.823**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		X2.1	X2.2	X2.3	X2.4	Reference Group
X2.1	Pearson Correlation	1	.492**	.417**	.417**	.728**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.492**	1	.502**	.492**	.792**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.417**	.502**	1	.631**	.818**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.417**	.492**	.631**	1	.808**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Reference Group	Pearson Correlation	.728**	.792**	.818**	.808**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		X3.1	X3.2	X3.3	X3.4	Discount
X3.1	Pearson Correlation	1	.535**	.473**	.507**	.740**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X3.2	Pearson Correlation	.535**	1	.670**	.670**	.882**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X3.3	Pearson Correlation	.473**	.670**	1	.621**	.850**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X3.4	Pearson Correlation	.507**	.670**	.621**	1	.835**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Discount	Pearson Correlation	.740**	.882**	.850**	.835**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Y1	Y2	Y3	Y4	Y5	Impulse Buying Behavior
Y1	Pearson Correlation	1	.625**	.666**	.591**	.627**	.861**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
Y2	Pearson Correlation	.625**	1	.602**	.517**	.514**	.805**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
Y3	Pearson Correlation	.666**	.602**	1	.557**	.500**	.814**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
Y4	Pearson Correlation	.591**	.517**	.557**	1	.575**	.791**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
Y5	Pearson Correlation	.627**	.514**	.500**	.575**	1	.796**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Impulse Buying Behavior	Pearson Correlation	.861**	.805**	.814**	.791**	.796**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

APPENDIX 3

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.799	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	26.66	22.126	.516	.796
X1.2	27.32	19.594	.688	.750
X1.3	26.92	20.499	.699	.760
X1.4	27.32	19.088	.747	.736
Motivation	15.46	6.534	1.000	.741

Reliability Statistics

Cronbach's Alpha	N of Items
.811	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	26.10	29.303	.645	.789
X2.2	26.58	28.004	.719	.771
X2.3	26.48	27.464	.750	.763
X2.4	26.68	28.058	.741	.769
Reference Group	15.12	9.097	1.000	.795

Reliability Statistics

Cronbach's Alpha	N of Items
.823	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	28.35	35.361	.670	.807
X3.2	28.34	31.540	.834	.762
X3.3	28.55	32.210	.792	.772
X3.4	28.16	34.297	.786	.790
Discount	16.20	10.788	1.000	.845

Reliability Statistics

Cronbach's Alpha	N of Items
.809	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	29.16	77.489	.825	.768
Y2	29.86	77.879	.752	.773
Y3	29.27	78.825	.767	.775
Y4	29.87	79.589	.741	.779
Y5	29.89	77.937	.740	.774
Impulse Buying Behavior	16.45	24.028	1.000	.871

APPENDIX 4

Regression Analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.445[a]	.198	.173	4.457

a. Predictors: (Constant), Discount, Motivation, Reference Group

b. Dependent Variable: Impulse Buying Behavior

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	472.014	3	157.338	7.922	.000[b]
	Residual	1906.736	96	19.862		
	Total	2378.750	99			

a. Dependent Variable: Impulse Buying Behavior

b. Predictors: (Constant), Discount, Motivation, Reference Group

Coefficients[a]

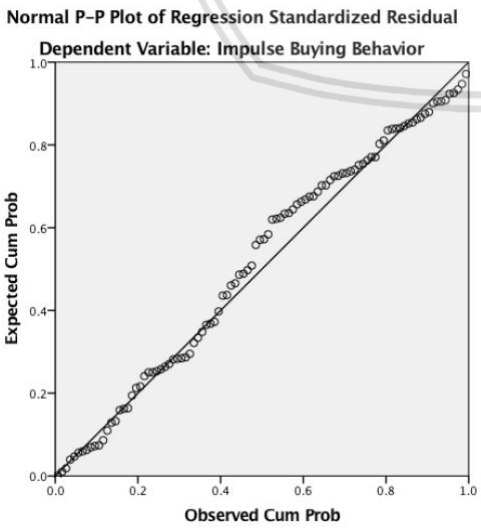
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.288	3.235		.398	.691
	Motivation	.524	.196	.273	2.678	.009
	Reference Group	.050	.170	.031	.298	.766
	Discount	.389	.148	.261	2.625	.010

a. Dependent Variable: Impulse Buying Behavior

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	10.51	20.55	16.45	2.184	100
Residual	-13.552	8.468	.000	4.389	100
Std. Predicted Value	-2.720	1.879	.000	1.000	100
Std. Residual	-3.041	1.900	.000	.985	100

a. Dependent Variable: Impulse Buying Behavior



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.38861705
Most Extreme Differences	Absolute	.101
	Positive	.043
	Negative	-.101
Test Statistic		.101
Asymp. Sig. (2-tailed)		.013[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Motivation	Reference Group	Discount
1	1	3.940	1.000	.00	.00	.00	.00
	2	.026	12.347	.01	.08	.21	.90
	3	.021	13.747	.16	.24	.79	.04
	4	.013	17.490	.83	.68	.00	.06

a. Dependent Variable: Impulse Buying Behavior

Coefficients[a]

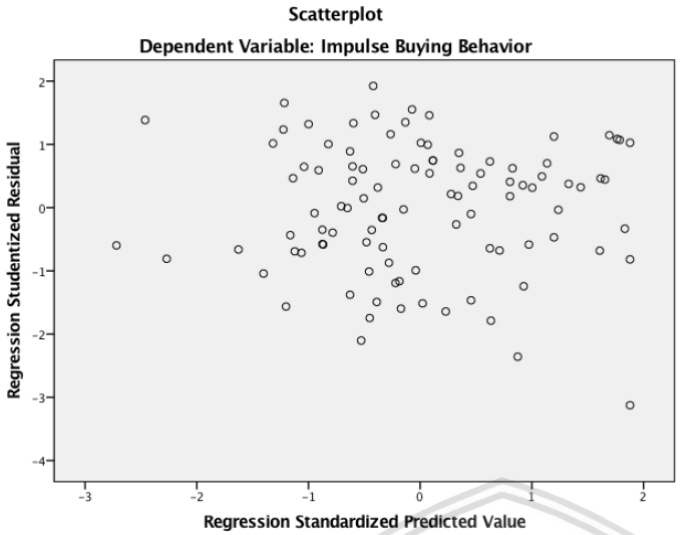
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.288	3.235		.398	.691		
	Motivation	.524	.196	.273	2.678	.009	.803	1.245
	Reference Group	.050	.170	.031	.298	.766	.768	1.303
	Discount	.389	.148	.261	2.625	.010	.846	1.182

a. Dependent Variable: Impulse Buying Behavior

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	10.51	20.55	16.45	2.184	100
Std. Predicted Value	-2.720	1.879	.000	1.000	100
Standard Error of Predicted Value	.453	1.581	.857	.246	100
Adjusted Predicted Value	10.58	21.31	16.46	2.193	100
Residual	-13.552	8.468	.000	4.389	100
Std. Residual	-3.041	1.900	.000	.985	100
Stud. Residual	-3.125	1.925	-.001	1.007	100
Deleted Residual	-14.312	8.688	-.006	4.593	100
Stud. Deleted Residual	-3.280	1.953	-.003	1.018	100
Mahal. Distance	.034	11.464	2.970	2.366	100
Cook's Distance	.000	.137	.012	.019	100
Centered Leverage Value	.000	.116	.030	.024	100

a. Dependent Variable: Impulse Buying Behavior



APPENDIX 5

Questionnaire

KUESIONER PERILAKU IMPULSIF

Kriteria Responden

1. Apakah saat ini anda berdomisili di Malang?
   a. Ya b. Tidak
2. Apakah anda pernah berbelanja online atau menggunakan *e-commerce*?
   a. Ya b. Tidak
3. Apakah anda pernah berbelanja online saat Hari Belanja Online Nasional atau Harbolnas?
   a. Ya b. Tidak

Identitas Responden

1. Umur
   a. 16 – 20
   b. 21 – 25
   c. 26 – 30
   d. 30 – 35

2. Jenis Kelamin
   a. Pria
   b. Wanita

3. Pendidikan Terakhir
   a. SMP
   b. SMA/SMK
   c. Sarjana (S1)
   d. Pasca Sarjana (S2)

4. Pekerjaan
   a. Pelajar/Mahasiswa
   b. Pegawai Negri Sipil/Karyawan Swasta
   c. Wiraswasta
   d. Lainnya

5. Penghasilan
   a. < Rp 2.000.000
   b. Rp 2.000.000 – Rp 4.000.000
   c. Rp 4.000.000 – Rp 6.000.000
   d. > Rp 6.000.000

Dimohon untuk mengisi pertanyaan-pertanyaan di bawah ini dengan memberi tanda cek (√) sesuai dengan preferensi anda menggunakan skala berikut ini:

5 – sangat setuju 4 – setuju 3 – netral 2 – tidak setuju 1 – sangat tidak setuju

	5	**4**	**3**	**2**	**1**
A. Motivasi					
1. Menemukan barang yang unik membuat saya gembira					
2. Dibandingkan hal lain, menghabiskan waktu untuk berbelanja online itu sangat menyenangkan					
3. Saat berbelanja, saya merasa gembira					
4. Saya merasa seperti menjelajahi dunia baru saat berbelanja					
B. Kelompok Referensi					
1. Saya mencari informasi dari orang lain ketika akan membeli sesuatu					
2. Saya peduli dengan apa yang dipikirkan oleh orang lain ketika membeli sebuah produk dan/atau layanan tertentu					
3. Saya perlu validasi dari orang lain ketika membeli sesuatu					
4. Ekspektasi dari orang lain akan memengaruhi keputusan saya untuk membeli sesuatu					
C. Diskon					
1. Berbagai kegiatan promosi memotivasi saya untuk membeli produk					
2. Saya menunggu untuk membeli barang saat barang tersebut dijual dengan harga diskon					

3. Saya mencari kode promo sebelum membeli sesuatu secara online					
4. Saya membeli barang saat ditawarkan harga yang lebih murah dari biasanya					
D. Perilaku Impulsif					
1. Saya adalah orang yang melakukan pembelian yang tidak direncanakan					
2. Saat berbelanja, saya membeli barang-barang yang tidak ingin saya beli					
3. Saya seringkali membeli sesuatu secara spontan					
4. Saya merasakan keinginan untuk membeli suatu barang secepat mungkin untuk mengakhiri rasa sakit karena tidak membeli					
5. Ketika saya melihat sesuatu yang sangat menarik bagi saya, saya akan membelinya tanpa mempertimbangkan konsekuensinya					